

WELCOME TO COMMUNITY MEETING #3

Midtown Plan

CITY OF NORFOLK

- Formal presentation will start at 6:05 PM
- No audio until presentation starts
- Enter the raffle to win a gift card from local businesses. Email **MidtownNorfolk@gmail.com** and you'll be entered to win!



COPY FOR PUBLIC DISTRIBUTION

- *During the presentation, we will mute everyone.*
- *This presentation will be recorded and can be shared with those who could not attend.*
- *We will provide an opportunity for questions and comments at the end of the meeting using the Chat feature.*
- *If you experience any technical difficulties, you can communicate with our meeting host through the Chat feature. Our host will be closely monitoring the chat throughout the entire meeting.*
- *For follow-up questions and comments you can email us at **MidtownNorfolk@gmail.com***

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February 17, 2022

CITY OF NORFOLK MIDTOWN PLAN

PUBLIC COMMUNITY MEETING

Norfolk, VA

UDA

6:05 - 6:55

Presentation

- What we have heard
- What we have learned
- Conceptual Urban Design Plan

6:55 - 7:05

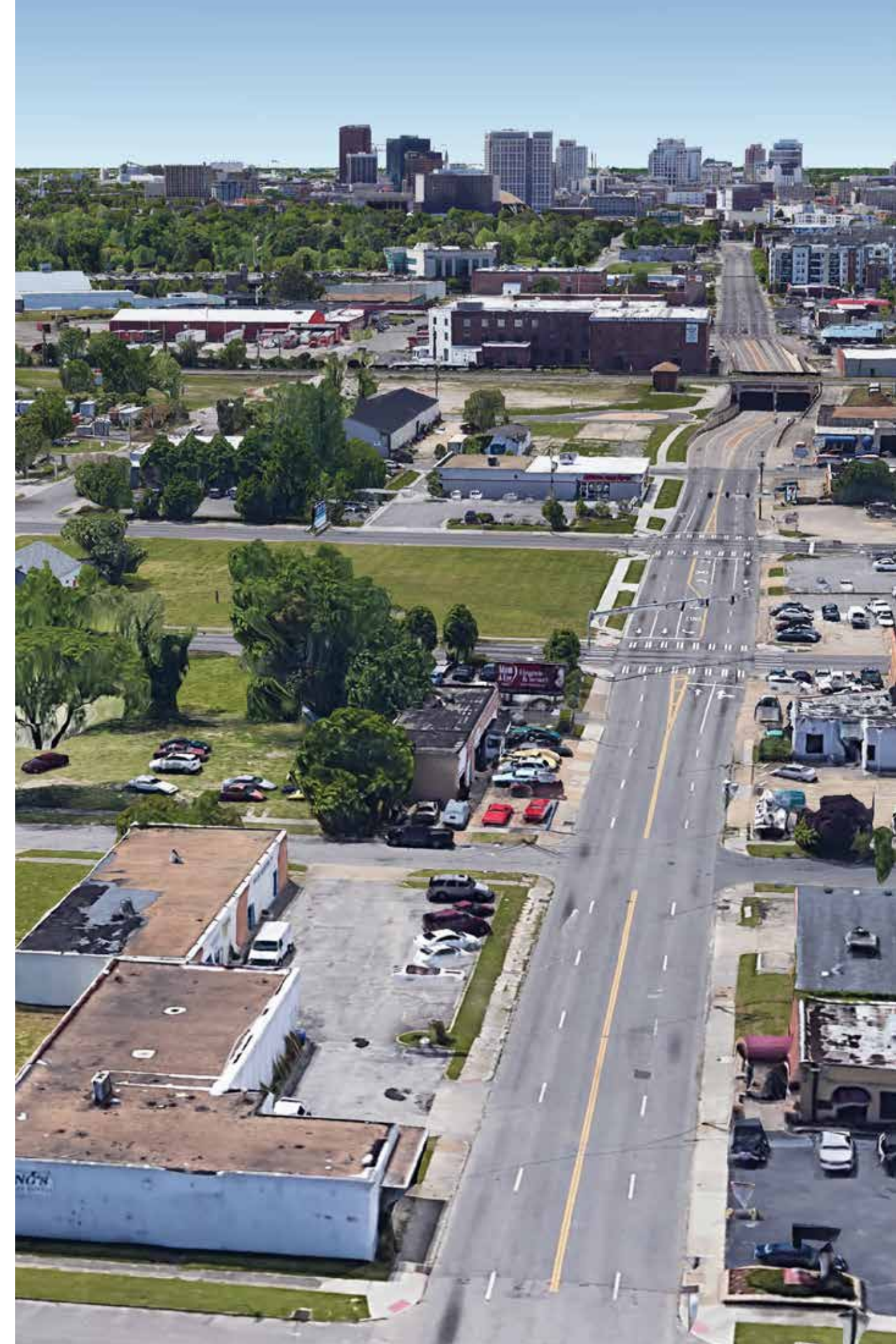
Q&A via Chat feature

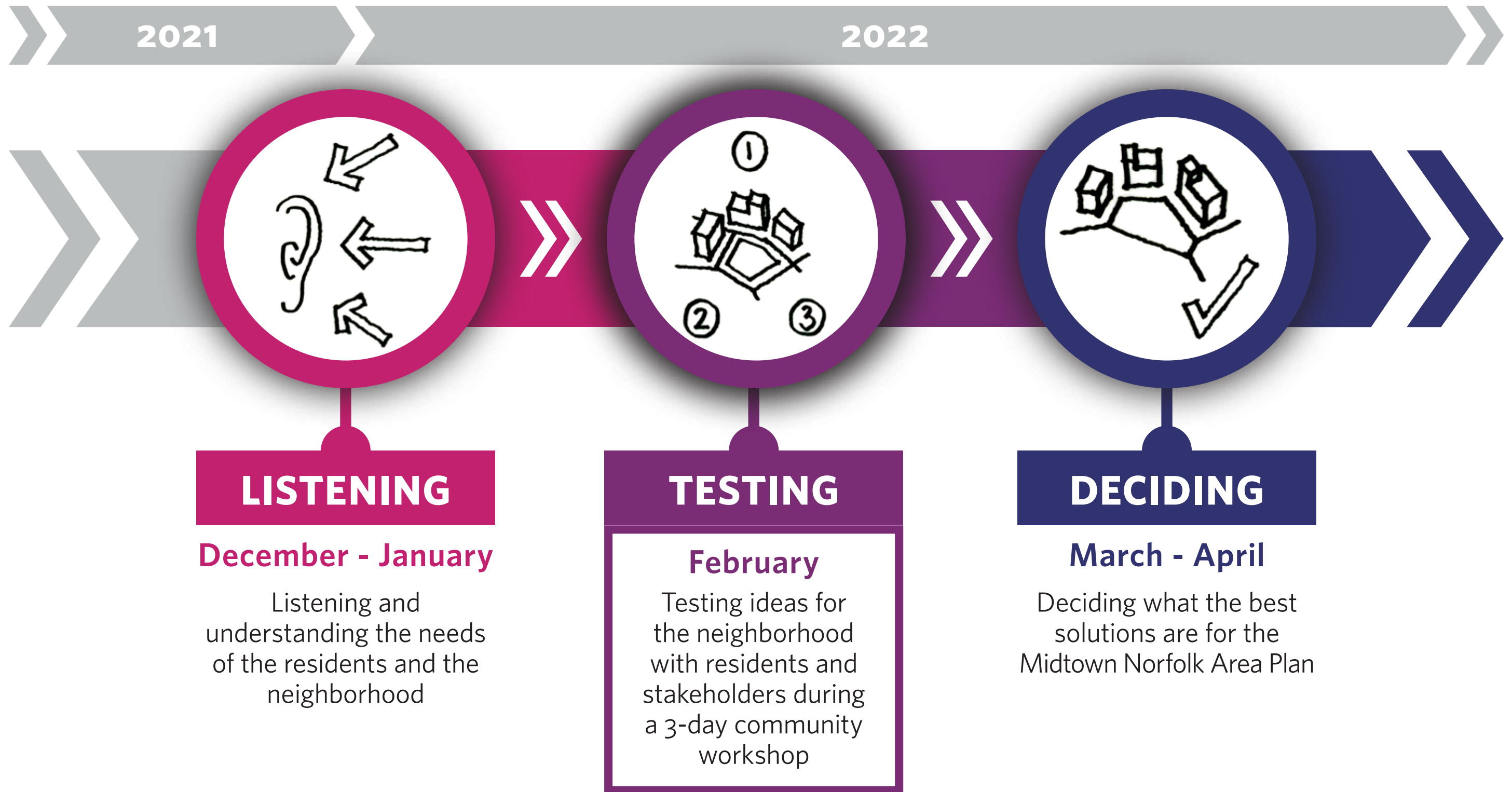
7:05 - 7:15

Next Steps

AGENDA

CITY OF NORFOLK MIDTOWN PLAN / NORFOLK, VIRGINIA / FEBRUARY 2022





OVERVIEW OF PROCESS

CHARRETTE WEEK SCHEDULE

Tuesday, February 15

- 1** 9-10 am
Virtual Presentation with
Community Discussion
- 2** 12-2 pm
Virtual Design Session with
Community Discussion
- 3** 6-7:30 pm
Virtual Presentation with
Community Discussion

Wednesday, February 16

- 4** 12-2 pm
Virtual Design Session with
Community Discussion
- 5** 6-7:30 pm
Virtual Design Session with
Community Discussion

Thursday, February 17

- 6** 12-2 pm
Virtual Design Session with
Community Discussion
- 7** 6-7:30 pm
Virtual Presentation with
Community Discussion



WHAT WE HAVE LEARNED

STUDY AREA LOCATION

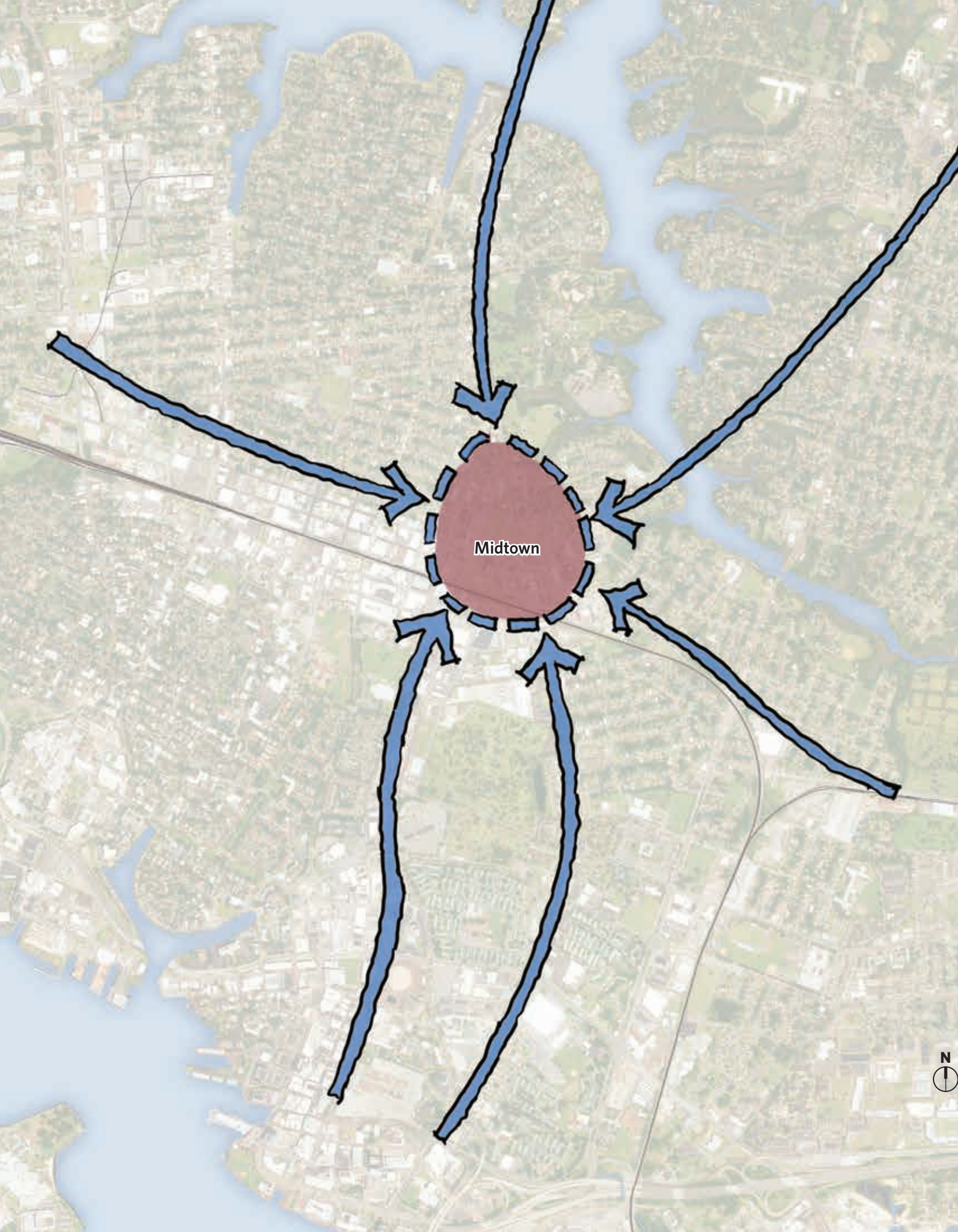
- Connected to key Norfolk neighborhoods
- Situated at the nexus of key roadways and pathways for the city
- Great potential to supplement the existing neighborhoods around it and develop its own character
- Great potential to bring a sense of wholeness to this part of the city



STUDY AREA LOCATION



OPPORTUNITY



PROJECT STUDY AREA



X-RAY: STREET FRAMEWORK



- East-west connectivity
- To the north, Church Street is the primary (and only) access point to the site
- To the south, the rail is a major physical barrier

■ REGIONAL STREETS
 ■ MAJOR STREETS
 ■ SECONDARY STREETS
 ■ LOCAL STREETS
 ■ RAILROAD
 ■ SITE BOUNDARY



X-RAY: BUILDING FORM



- Consistent patterns of residential properties to the east and west
- Larger buildings are located towards the southern corners of the site

■ BUILDING FOOTPRINTS
 ■ SITE BOUNDARY



X-RAY: RESIDENTIAL USES



- Consistent residential fabric in Park Place and Villa Heights
- Very few residences in the boundary



X-RAY: COMMERCIAL USES



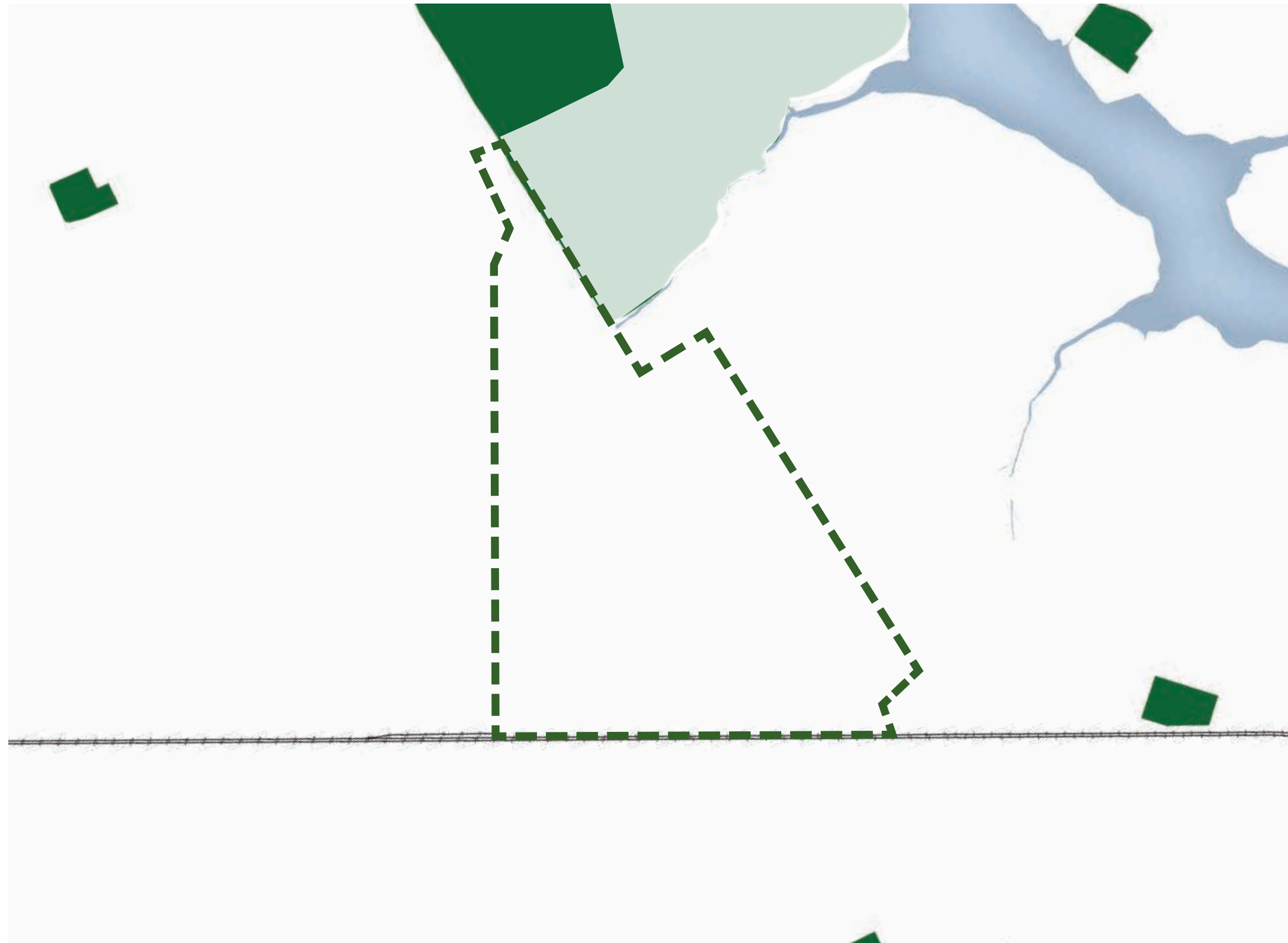
- Considerable amount of commercial uses are located in the district
- Clearest corridor in the area is Granby Street

X-RAY: INDUSTRIAL USES

- Industrial uses clustered around the railroad



X-RAY: DEDICATED OPEN SPACE



- No formal open space exists on the site
- Small-scale neighborhood parks nearby

OPEN SPACE
SITE BOUNDARY





WHAT WE HEARD

● **STRENGTHS**

- Strong community institutions, businesses nearby
- Great connectivity to & from city

● **WEAKNESSES**

- Streets for cars, not pedestrians
- Lacks a real destination or center

● **OPPORTUNITIES**

- Anchor the surrounding neighborhoods
- Mixed-use development—more residential, more commercial, more restaurants
- Create a safe, family-friendly place



GOAL

The plan could provide a sense of wholeness to this area of Norfolk, connecting the neighborhoods together.

Midtown could represent the best of Norfolk's remarkable character. It could:

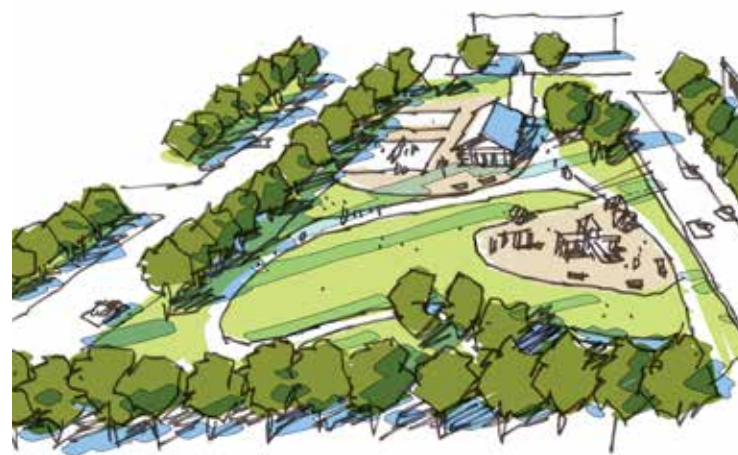
- Be easy to get around, by car, bike or foot.
- Include high-quality public open spaces for people to enjoy.
- Include a wide variety of uses including housing, retail, commercial, office, institutional, and light industrial.
- Become a place to Live, Work, and Play.



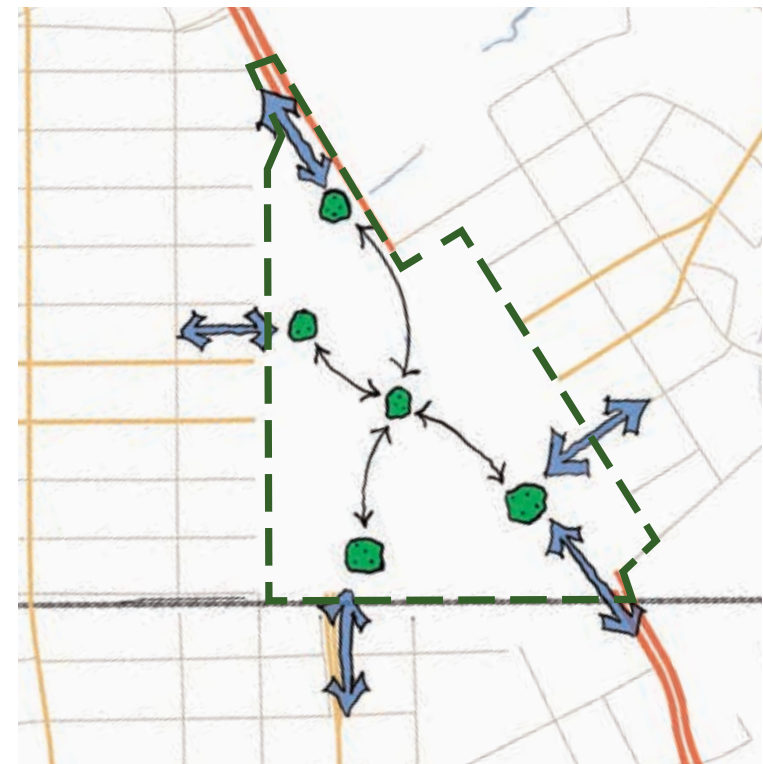
ALT 1
MIDTOWN GREENBELT



ALT 2
MIDTOWN CENTRAL PARK



ALT 3
MIDTOWN STRING OF PARKS



WHAT WE HEARD

ALT 1
MIDTOWN GREENBELT

- Connectivity is important with Lafayette Park to the north & future east-west connections along tracks
- Allows for great multi-modal connections
- Links to surrounding neighborhoods

ALT 2
MIDTOWN CENTRAL PARK

- Provides important central community gathering space
- Versatility to host events, community market, vendors
- Works well with existing uses around the site
- Focuses all the energy in one location

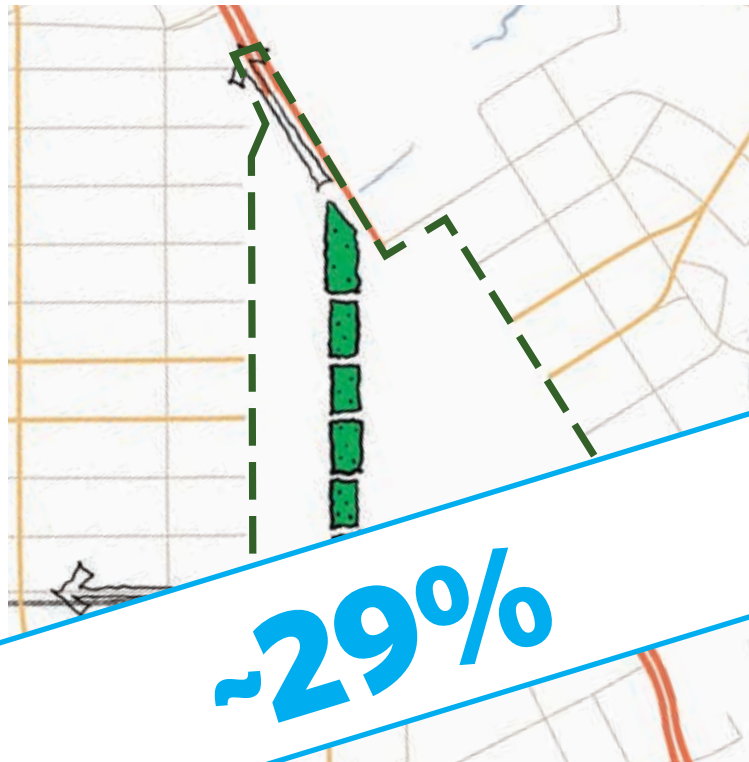
ALT 3
MIDTOWN STRING OF PARKS

- Smaller, more intimate spaces will get used by the community members
- Opportunity for multiple active & passive uses
- Provides attractions throughout the area
- Important to create connections between parks

AMENITIES
& PROGRAMMING
WE WANT TO SEE

- | | | |
|------------------------|---------------------|--------------------|
| – Passive spaces | – Gathering spaces | – Public bathrooms |
| – Gardens with seating | – Snack stand | – Public showers |
| – Playgrounds for kids | – Community gardens | – Good lighting |
| – Exercise equipment | – Shade trees | |

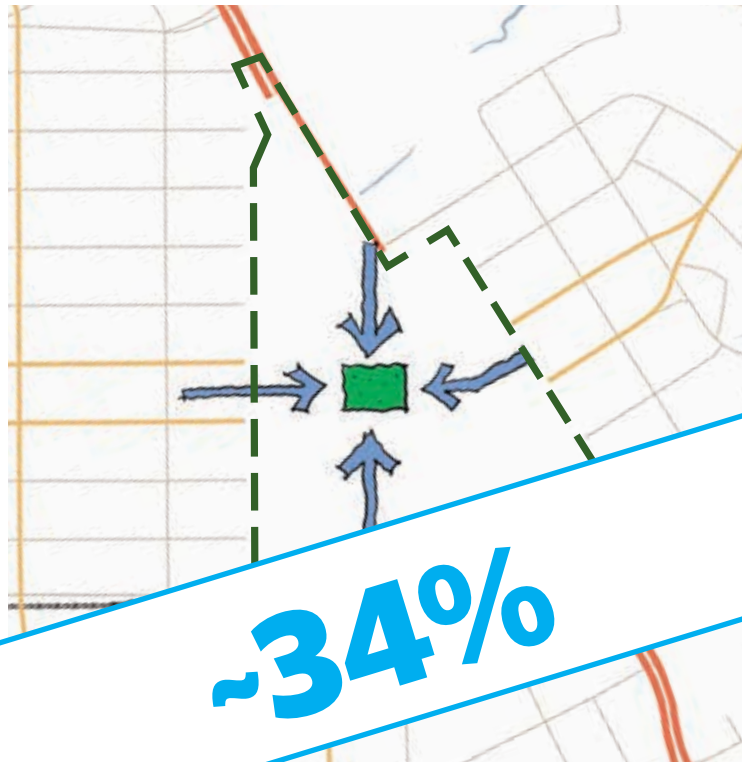
ALT 1
MIDTOWN GREENBELT



~29%



ALT 2
MIDTOWN CENTRAL PARK



~34%



ALT 3
MIDTOWN STRING OF PARKS

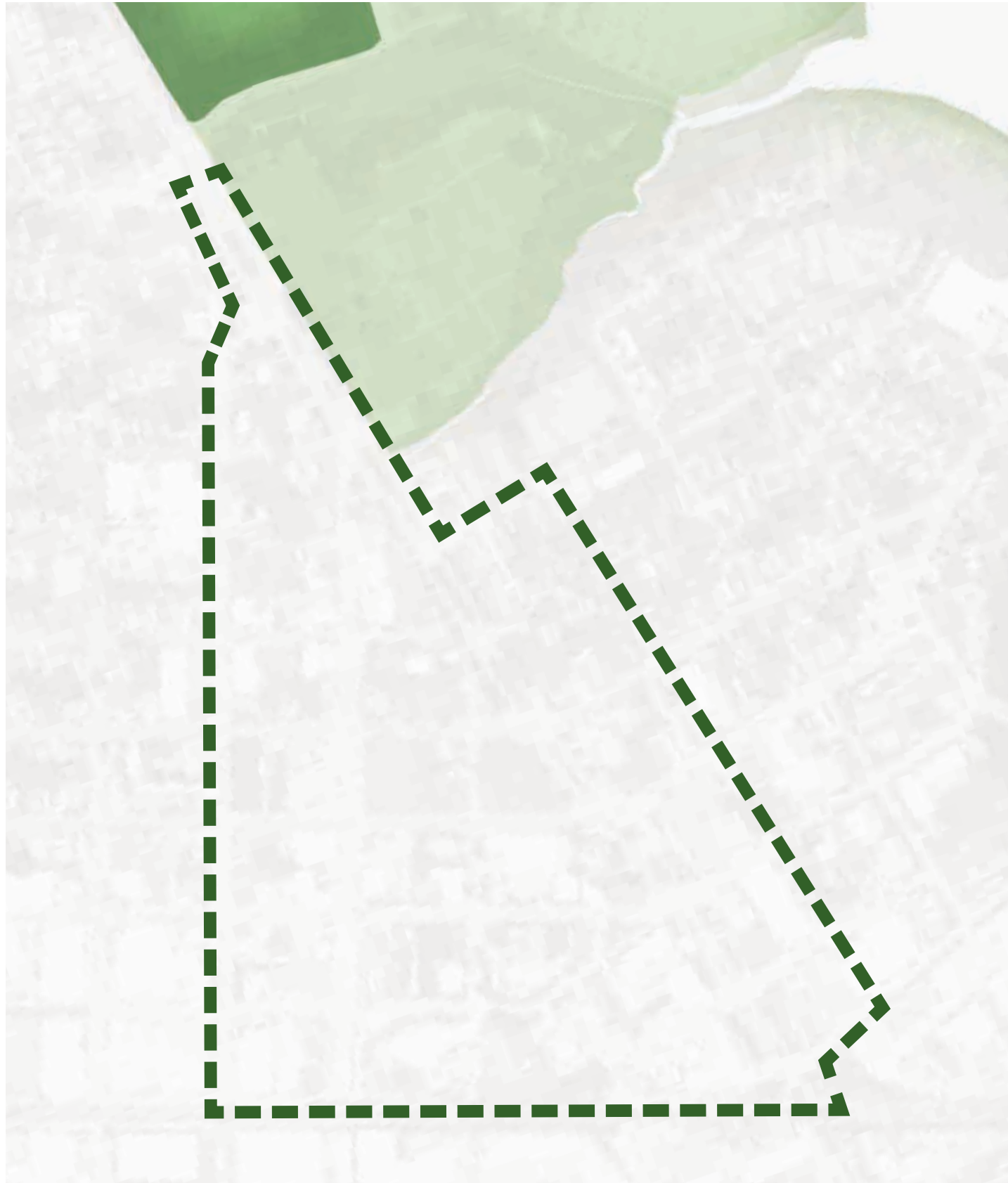


~37%





CONCEPT URBAN DESIGN PLAN



- As we discussed, the neighborhood is significantly lacking in open space
- Typically, livable cities have open space within a short, comfortable walk of a home or business

EXISTING OPEN SPACE

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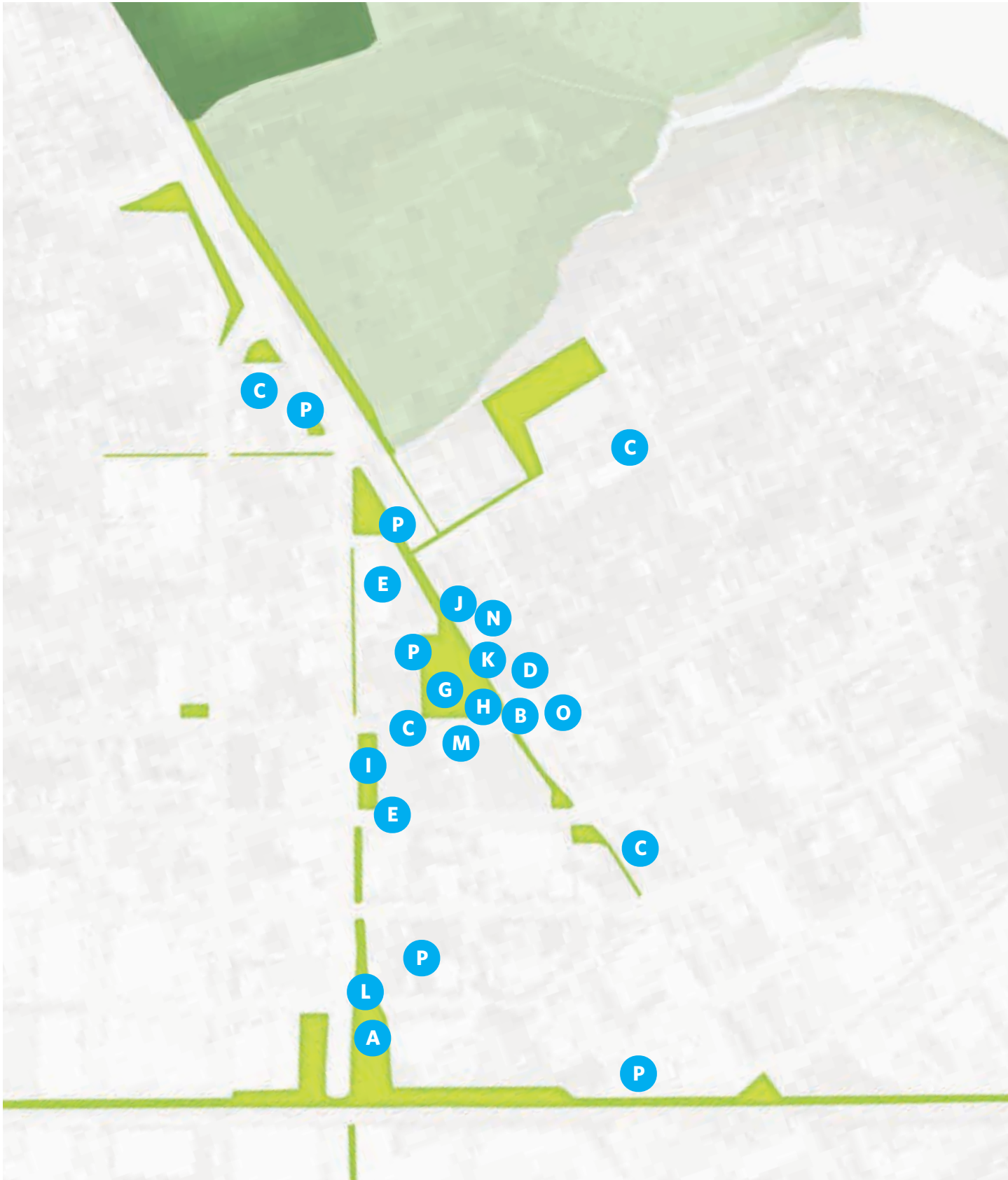


- Connect to the future extension of the Elizabeth River Trail (east-west along the railroad tracks)
- Bring the Zoo and Lafayette Park into a connected network of parks
- Create a safe, comfortable, green environment for pedestrians and bicyclists of all ages

CREATING A NETWORK OF OPEN SPACES



CONCEPT OPEN SPACE FRAMEWORK



- A.** Community gardens
- B.** Farmers market
- C.** Shade trees
- D.** Public bathrooms
- E.** Good lighting
- F.** Shade
- G.** Multi-generational activities
- H.** Amphitheater/stage
- I.** Passive spaces
- J.** Gardens with seating
- K.** Playgrounds
- L.** Exercise equipment
- M.** Gathering spaces
- N.** Snack stand
- O.** Cultural performances
- P.** Connections through green space

WHAT WE HEARD: OPEN SPACE PROGRAMMING



CONCEPT OPEN SPACE ACTIVITIES



URBAN DESIGN ASSOCIATES

VIEW OF THE PARK



CONNECTIVITY

We heard that although it's nice to have great public open spaces, it is important to be able to get to them comfortably as a pedestrian.



CONNECTIVITY PRECEDENTS

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- While Church Street features a classic garden boulevard design with landscaped medians and plenty of street trees, other streets in the Midtown lack greenery and shade trees
- Great neighborhoods and park networks use shade trees and other plantings to enhance pedestrian comfort

MAKING GREEN CONNECTIONS



- Adding street trees along sidewalks creates a more comfortable walking area for pedestrians
- Street trees help buffer between uses
- Plantings in parks can help to unite the look and feel of Midtown

MAKING GREEN CONNECTIONS



MIXED USE NEIGHBORHOOD

We heard that Midtown is home to many uses, and can accommodate so much more. It is a center for jobs, yet at the same time, needs housing and amenities to serve Midtown and the neighborhoods around it.



URBAN DESIGN ASSOCIATES

MIXED USE PRECEDENTS

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- All existing uses may remain in perpetuity
- This effort proposes future land use opportunities and explores how Midtown can evolve over time



STARTING POINT

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- All existing uses may remain in perpetuity
- This effort proposes future land use opportunities and explores how Midtown can evolve over time
- **We have focused our efforts for today's presentation exclusively on city-owned land (shown in blue)**

STARTING POINT



- While we are focused on growth within city-owned property, we are also thinking about the future
- What does the character of each of these places feel like?
- How does early development on city-owned land lead to positive change for the rest of the Midtown area?

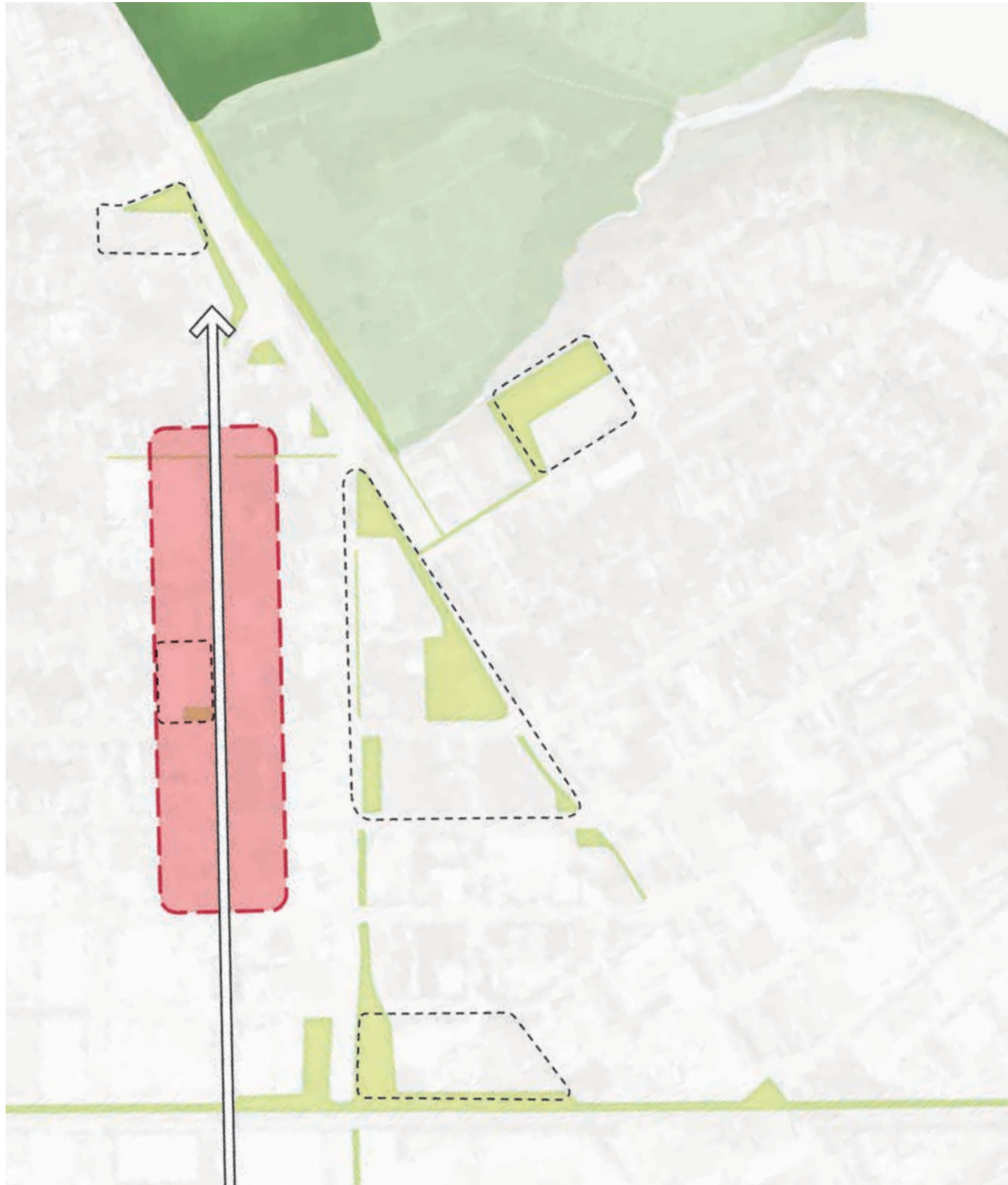
THINKING AHEAD

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EXISTING COMMERCIAL USES

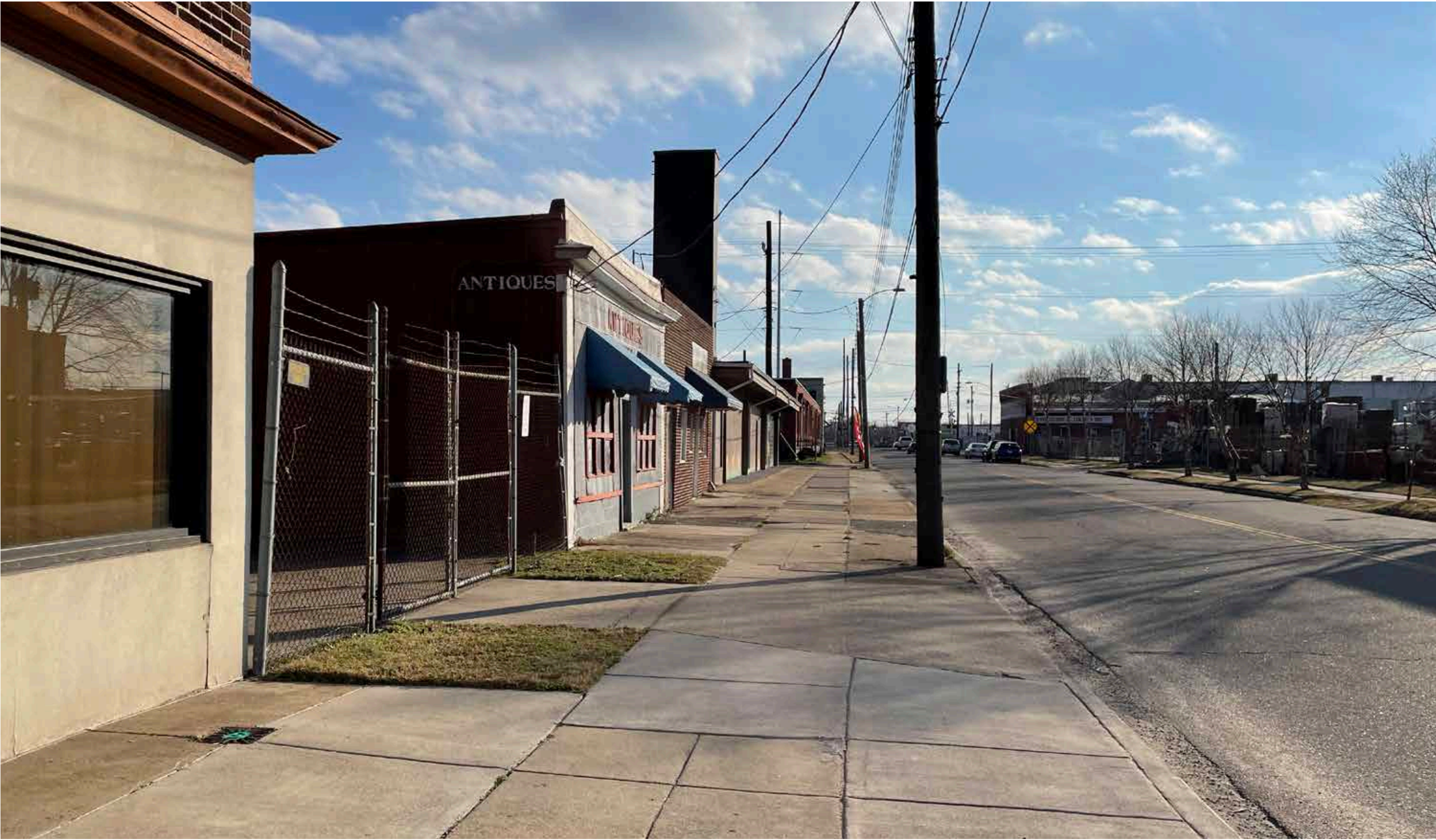
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- Extending the commercial character of Granby Street into the Midtown area as a “Main Street” environment with services and amenities for the neighborhoods nearby

RETAIL/MIXED USE DISTRICT

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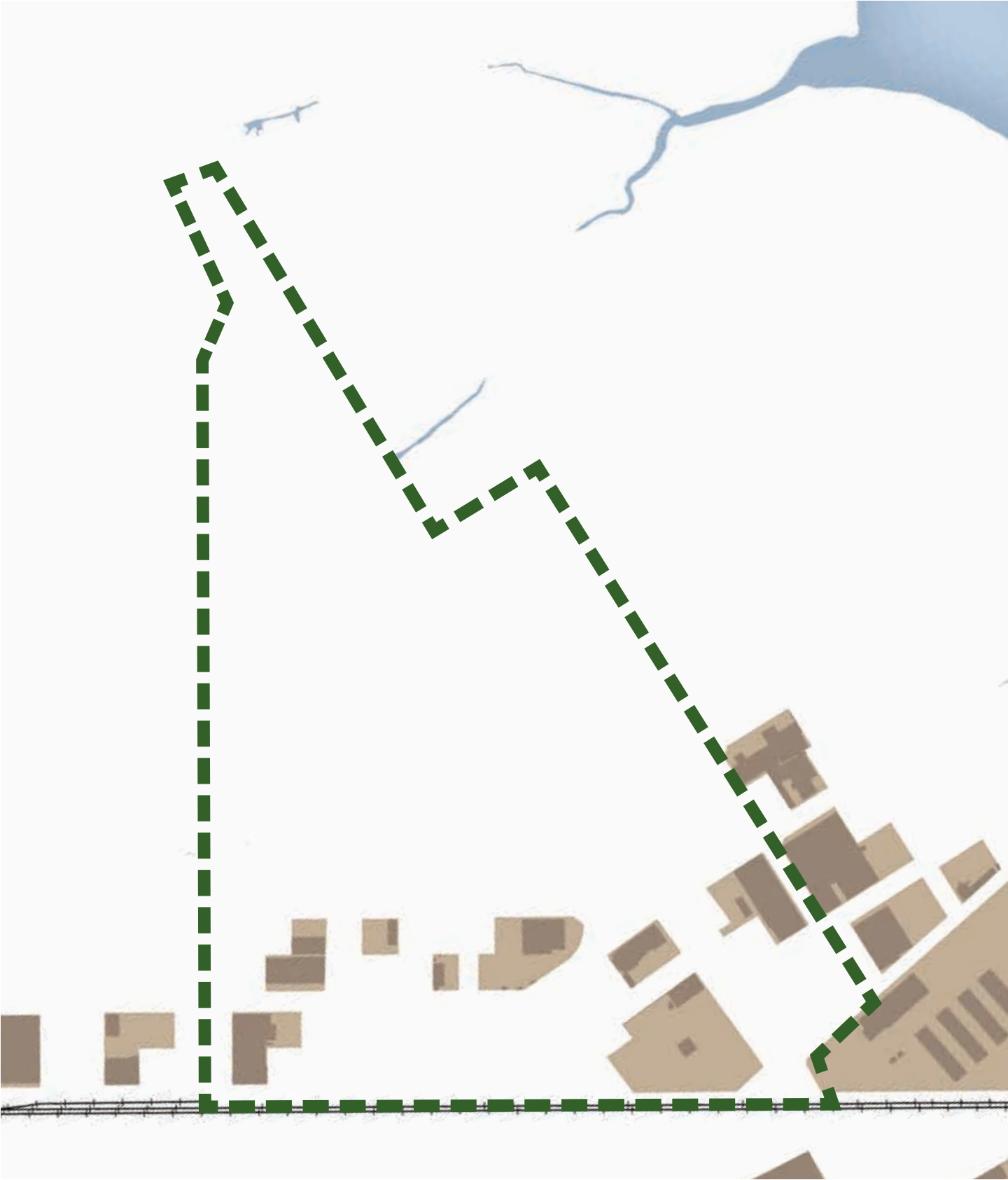
GRANBY STREET TODAY

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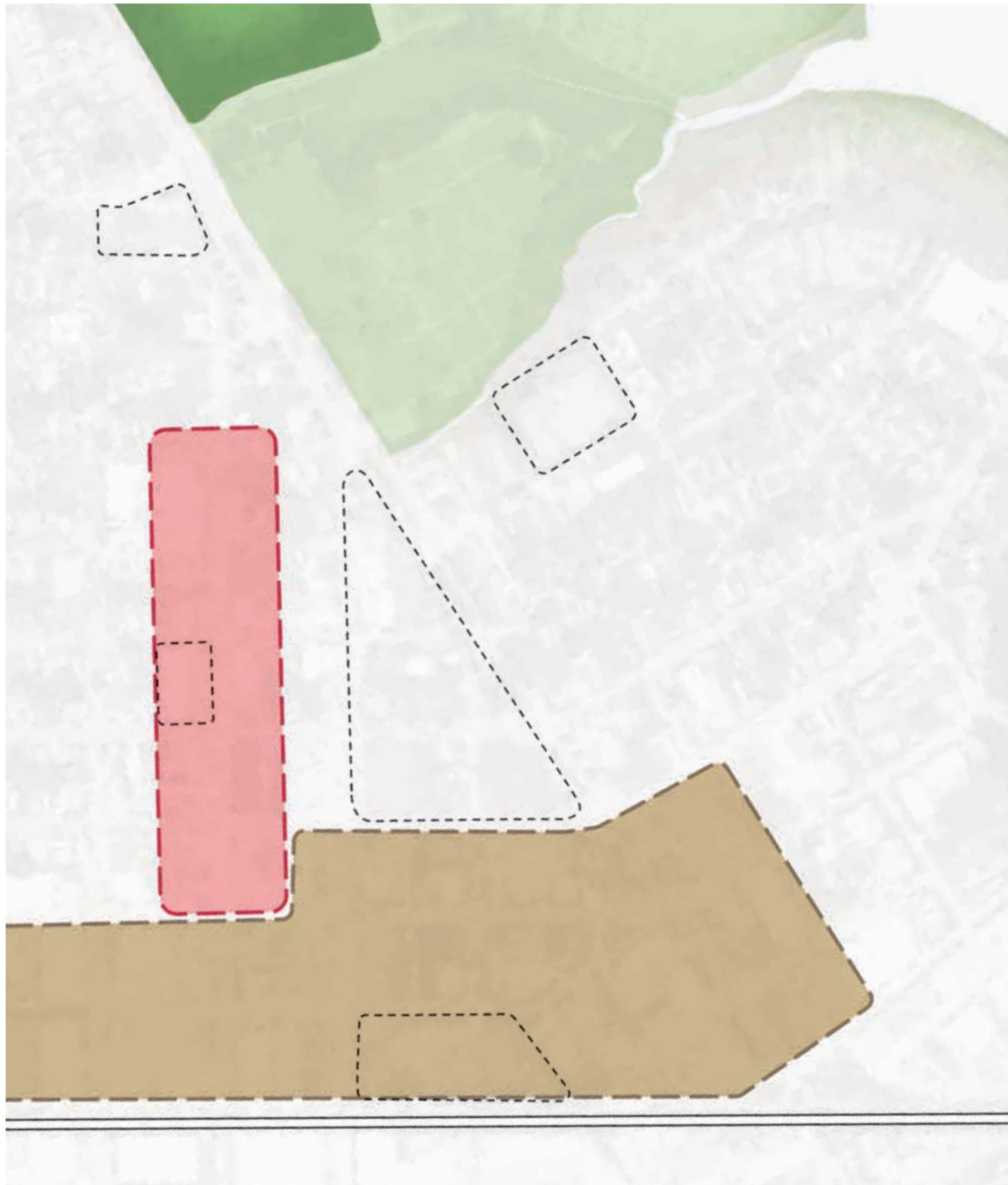
GRANBY STREET TOMORROW

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EXISTING INDUSTRIAL USES

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- Heavy and light industrial uses have been clustered along Norfolk railroads for years; it is a part of the character of this district
- Today, these industrial districts are vibrant with maker spaces, breweries, offices, and light industrial
- Industrial uses are important to the economic health of the city

URBAN INDUSTRIAL DISTRICT

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URBAN INDUSTRIAL DISTRICT PRECEDENTS

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DESIGNING GREAT NEIGHBORHOODS

We heard that it is important to ensure that all existing businesses and residences remain, with new development respecting and supporting the existing neighborhood fabric.



EXISTING RESIDENTIAL USES

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- Distributing a variety of park spaces, some smaller, some larger, some active, some passive, throughout the area creates a walkable, comfortable neighborhood feel

PARK ADDRESSES

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- Filling in the area around the parks with mixed use development brings activity, community, and life to the region
- Providing a spectrum of housing options (for-sale, rental, affordable, apartments, townhouses, live-work, etc.) is an important addition for Midtown

RESIDENTIAL DISTRICT

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RESIDENTIAL PRECEDENTS



INSIDE MIDTOWN CENTRAL PARK

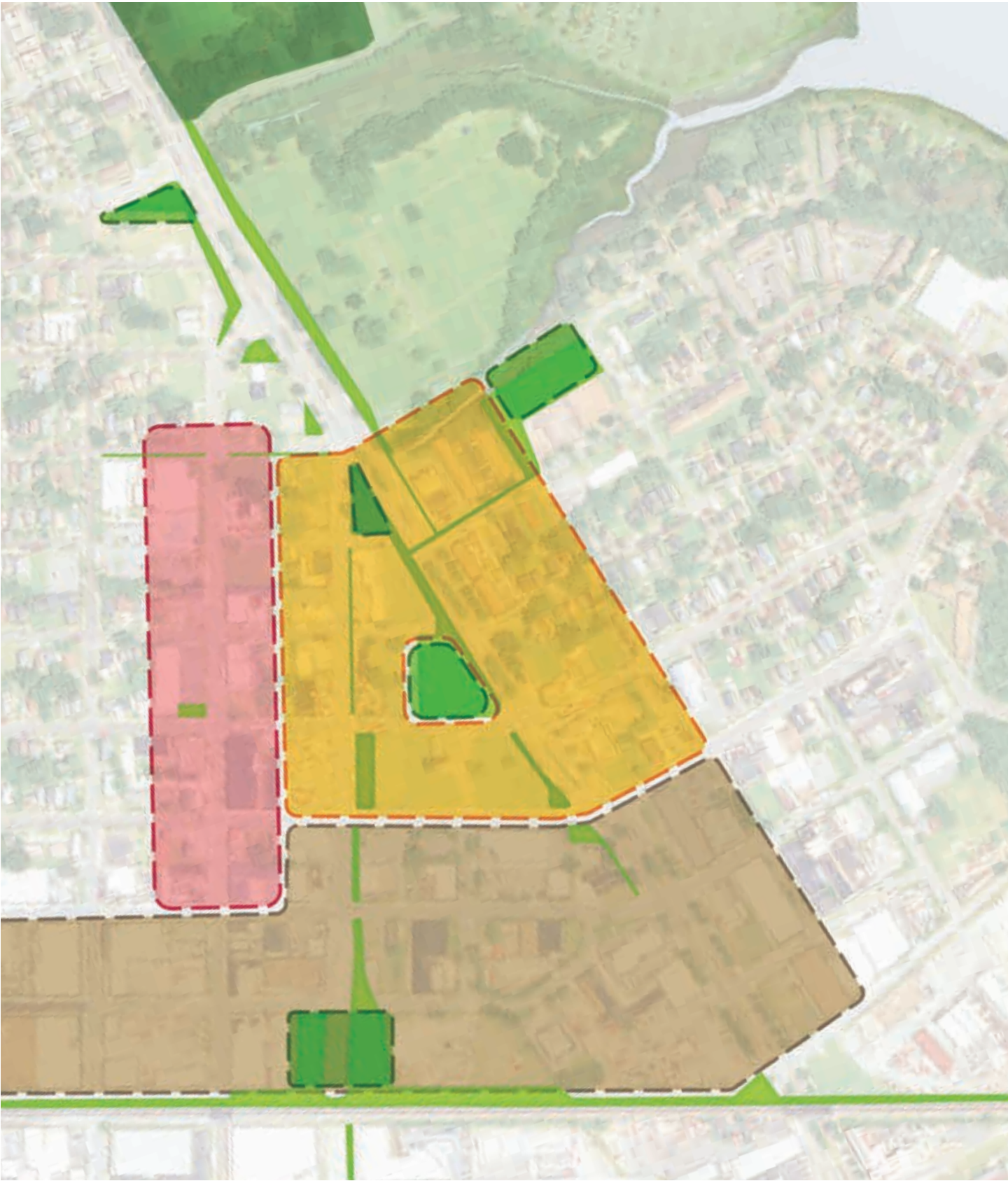
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ALONG THE CHURCH STREET MIXED USE CORRIDOR

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CSO/T
UDA / 2022



PROPOSED LAND USE DISTRICTS

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PHASE 1 PLAN CONCEPT — WITHIN THE FRAMEWORK

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PHASE 1 PLAN CONCEPT — OPEN SPACE

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URBAN DESIGN ASSOCIATES

PHASE 1 PLAN CONCEPT — BUILDING TYPES

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DESIGN PRINCIPLES FOR THE MIDTOWN VISION

1. **Develop High Quality Pedestrian Connectivity**

Through improved infrastructure, create better connections to and through Midtown

2. **Bring New Residential Uses to the Study Area**

Expand available housing options in this region of Norfolk for both current and future residents

3. **Make Midtown a Destination**

Create a sense of wholeness to this area of Norfolk through new public spaces, retail, and amenities

4. **Ensure Mix of Uses**

Create a Midtown District where the community can live, work, and play





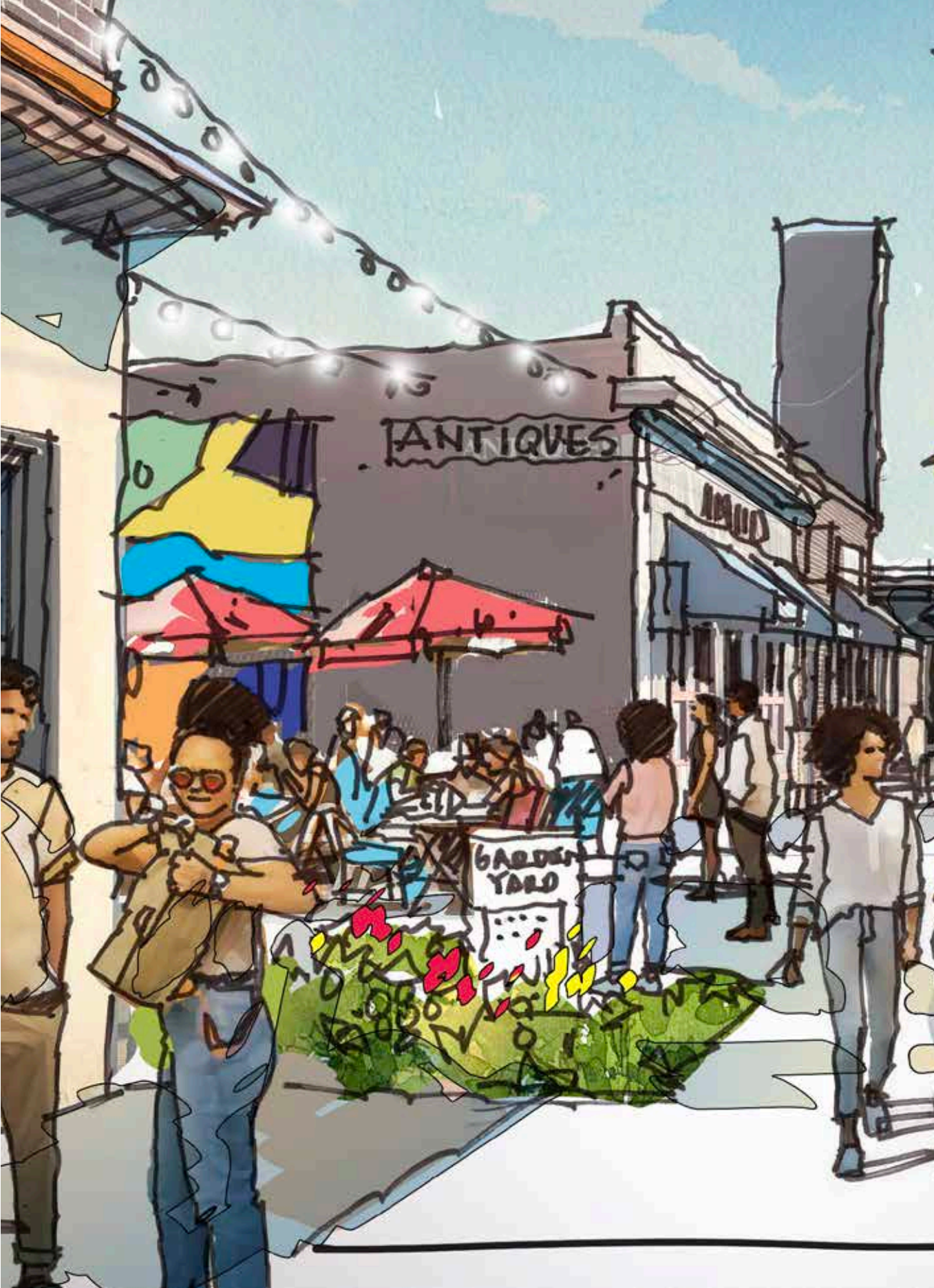
2. Bring New Residential Uses to the Study Area

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3. Make Midtown a Destination

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4. Ensure Mix of Uses

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NEXT STEPS



DECIDING

March - April

Deciding what the best solutions are for the Midtown Norfolk Area Plan

Deciding on the Final Recommendations

- In-Person Weekend Community Meeting - **March**
- Incorporating feedback into design(s)
- Community Celebration - **April**
- Making recommendations to the City for the long-term future of the site

NEXT STEPS

Q&A

1. Did this evening's presentation capture your vision of what Midtown Norfolk could be?
2. From what we shared the presentation, did we hear you correctly?

Please use the Chat feature to ask your questions.

DISCUSSION

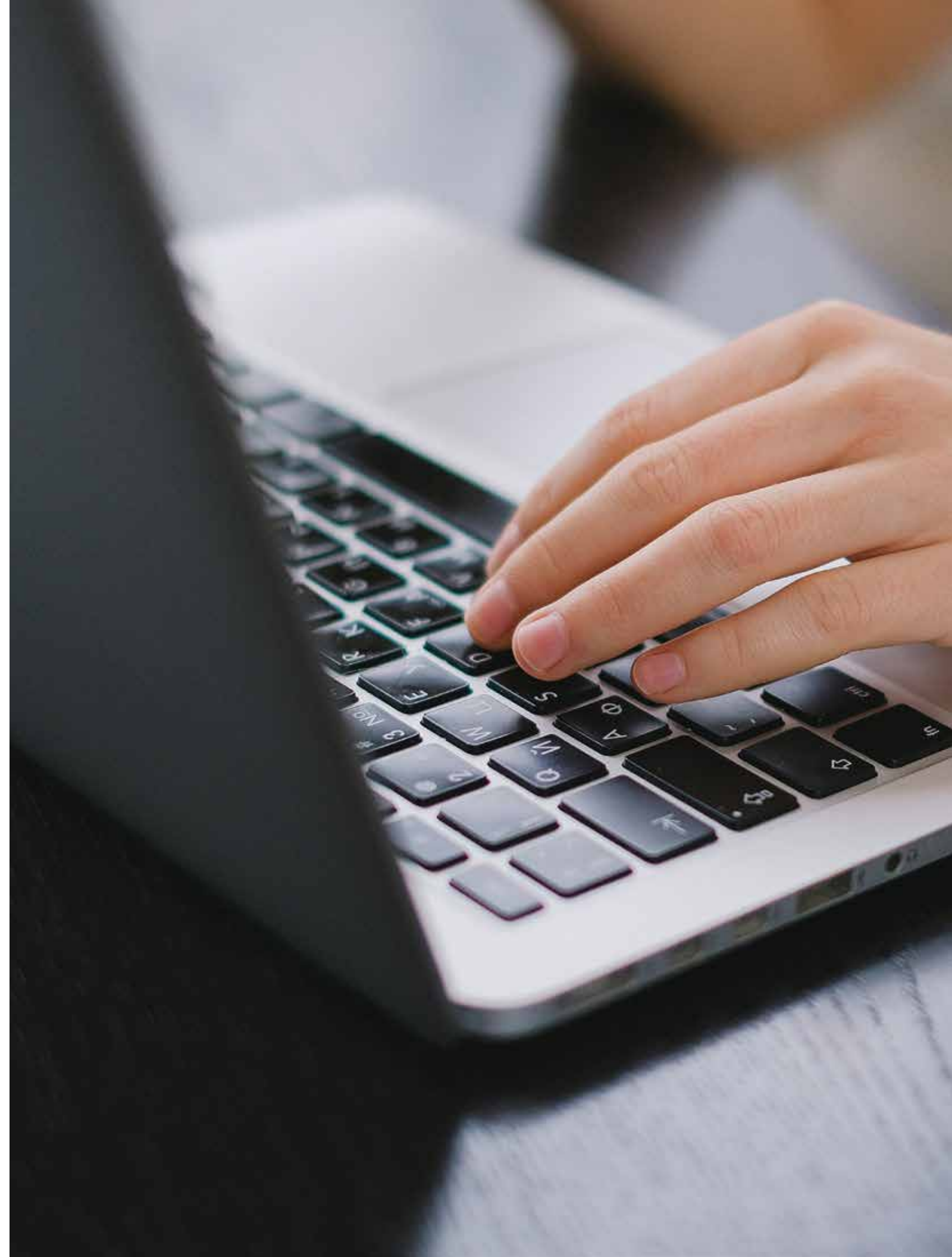
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CONTACT US

MidtownNorfolk@gmail.com

- Enter the raffle to win a gift cards from local businesses during the virtual charrette
- Meeting Updates
- Questions
- Comments





Creating a sense of place through collaboration, context, and community.